



T R A I N I N G F O R I N T E R V E N T I O N P R O C E D U R E S

FOR IMMEDIATE RELEASE

Contact: Trevor Estelle
Health Communications, Inc.
703-524-1200 ext. 357
estellet@gettips.com

Greenleaf Hospitality Group Receives Responsible Alcohol Training Award

ARLINGTON, Virginia – May 29, 2013 – Health Communications, Inc. (HCI), the providers of the TIPS (Training for Intervention ProcedureS) Program, is pleased to announce that Greenleaf Hospitality Group based in Kalamazoo, Michigan has been awarded the 2013 TIPS Award of Excellence. This is an award bestowed by Health Communication's President & CEO, Adam Chafetz, and is chosen by an internal committee based on both volume of employees certified and feedback from TIPS Trainers and student participants.

While four (4) other companies received the award in 2013; Greenleaf Hospitality Group was the only recipient based in Michigan that trains both the TIPS for On Premise and TIPS for Concessions programs. Greenleaf Hospitality Group owns and operates four (4) restaurants, two (2) hotels, and the Stadium Management Company in Kalamazoo. According to Mr. Chafetz, "By having certified over 2,800 employees in the TIPS program since 2006, Greenleaf Hospitality Group continually demonstrates their commitment to both their customers and the Kalamazoo community that they operate in."

The TIPS for On Premise program is targeted towards restaurants, bars, hotels, and other establishments where alcohol is consumed on the premises. The TIPS for Concessions programs is tailored for stadiums, arenas, and amphitheaters. Regardless of the program, TIPS provides participants with strategies for preventing alcohol sales to underage and/or intoxicated patrons. The primary goal of the program is to build skills, instill confidence, and empower servers to step in to situations and ensure that alcohol is sold responsibly and legally. Employees and managers who participate are able to prevent sales to minors, recognize signs of intoxication, effectively intervene to prevent problem situations, and handle refusal situations with greater confidence. The Michigan Liquor Control Commission (MLCC) implemented mandatory server training requirements in 2001 and TIPS has been an approved provider since the beginning.

"We are honored and pleased to be receiving this award. Our company strives to ensure all associates have the tools necessary to do their jobs successfully and at a high level, and the TIPS program helps us achieve that goal. We are very fortunate to have an owner and leadership team that support training programs such as TIPS," added Brandon Miller, Greenleaf's Food & Beverage Training Director and a 5-year TIPS Trainer.

About Greenleaf Hospitality Group

Greenleaf Hospitality Group offers an unmatched choice in world class hospitality through a variety of offerings from hotel lodging and events to dining, retail and entertainment. The locally owned Kalamazoo company owns and operates the Radisson Plaza Hotel & Suites, Holiday Inn West and Stadium Management Company. In addition the following restaurants and retail outlets are part of the Greenleaf Hospitality Group: Blush Salon + Spa, Burdick's for Breakfast, Old Burdick's, Rio Coffee, Sydney Apparel, Kalamazoo Athletic Club, Webster's Prime and Zazios Italian Restaurant & Bar.

About Health Communications, Inc.

Health Communications, Inc. (HCI) was founded in 1982 by Dr. Morris Chafetz, founding director of the National Institute on Alcohol Abuse and Alcoholism. Located in the Washington, DC metropolitan area, HCI is a nationally recognized expert in the field of alcohol training. Its flagship program, TIPS, was the first of its kind and continues to set industry standards for this type of training. HCI has certified over 3 million servers worldwide in the TIPS program. There are TIPS-certified people in all 50 states plus the District of Columbia and over 40 foreign countries. Numerous public officials and government agencies have recognized and endorsed TIPS training as life-saving and critical to the progress made in reducing alcohol-related injuries and deaths. More information is available at www.gettips.com.